

Adopted and Approved Minutes
MetraPark Advisory Board
June 23, 2015

Attending: President Lisa Harmon; Vice-President Katie Walsh; Directors: Greg Kohn, Dave Staton, Jeff Muri, , Rick Reid, Steve Solberg, Bill Pelton, Ex-Officio Alex Tyson; General Manager Bill Dutcher and AGM Sue DeVries

Absent: Directors Jerry Simonson and Frank Chesarek; BOCC Members

Others: MetraPark staff: Kelly Campbell, Sam Merrick, Jeff Seward, Ray Massie, Jamie Porter, Sue Watts, Darcie Winkler and Carlee Galles recording and Evelyn Pyburn Big Sky Business Journal

OPENING REMARKS

President Lisa Harmon opened the meeting and introduced Darcie Winkler, the marketing assistant intern who has returned for the second year. Darcie is mainly working on the fair and some day to day business.

MINUTES

A motion was made by Rick Reid and seconded by Steve Solberg to approve and adopt the proposed minutes of the May 26, 2015, MetraPark Advisory Board meeting as written. Motion was carried unanimously.

STAFF REPORTS

General Manager – Bill Dutcher included his written management report in the board packet. Bill passed around some correspondence. The TBID helped with the Jehovah's Witness Convention and we have a signed contract with Watchtower through 2020 and they are looking at 2021. Kit Jennings invited everyone to the Energy Show. Bill and Bob Dunker will visit the implement dealers to encourage them to display at the fair.

Assistant General Manager – Sue DeVries included her written report in the board packet. There were two new events; the garage sale and the Steam Punk Festival. We have hired a switchboard/secretary for the box office; the position has been open for two years. The box office is on sale with the Indian Relay and Elton John tickets. There is platinum seating left for Elton John. The artist and promoter decide on a price the market will support for those seats. The sponsorship goal for the 2015 MontanaFair is \$100,000. Interviews were done and one maintenance crew member has been hired; there is still another open position.

Operations Director – Jeff Seward included a written report in the board packet. New doors have been installed in the Yellowstone Room and two in the grandstand. Work is being done to extend the patio. A culvert has been put in the old ditch and the grinder pump is in. They should be putting dirt in the new barn soon and it should be ready for the ribbon cutting during the fair. July 8th the football players from all the schools in Billings will be here to do a clean-up and painting.

Marketing Report – Ray Massie included a report in the packet. Ray reported he and Jamie attended the Events and Arena Marketing Conference in Los Angeles. We have concert contracts for November of 2015 and April of 2016 and are working on an additional date in October. Ray met with a sponsor for the legos in the Explorium for the fair. There may be a lego derby. Ray met with Chris Jorgenson of the Gazette about fair events and entertainment; they will have an eight page fair insert in the Gazette. They met with NILE and Jennifer added two more days to the front of the event. We have averaged eight concerts a year for the past 10 years; this year we will have 12 or 13.

Food Services – Sam Merrick included a report in the packet. Sam circulated a picture of the tray the catering department did for the skybox holders for the Eagles. Sam has been appointed to the DBA Board of Directors. Sam is gearing up for BMW; he has nine food vendors. Cowboy's has their BBQ trailer on the grounds and is also providing a full meal sit-down restaurant service in the Yellowstone Room. Alex Tyson said they are putting banners on the light poles for BMW. They will also have the mobile Visitor's Center and the Advisory Board could help with that and do meet and greets. They like the way we do business and they want to base future conventions on that. They expect 5,000-6,000 and 2,500 will camp on the grounds.

Comptroller – A report was in the packet. Kelly Campbell gave a brief financial overview. Cash is at \$3.3 million; net income is at \$1.9 million. The elevator has been repaired, parts of the stalls are here, the step lighting is in the arena and we have a new ticketing system. Football ended on a win and they are on sale with next year. Some of the co-promote fund was used for the Eagles Concert. \$7,567 was needed and TBID covered half of that and the other half came from the co-promote fund. Kelly thanked TBID and said it is a wonderful partnership. We asked for \$20,000 and only needed \$3,783.50. The Eagles was the highest grossing concert to date at MetraPark at \$1.4 million, but we get none of the ticket money.

COMMITTEE REPORTS

Agriculture Committee – Chairman Jerry Simonson included a report in the packet but was absent from the meeting. Bill Pelton summarized that Joe Lockwood may be able to come in with some weed equipment and tanks and help with dust control. Joe Lockwood with County Weed Control will be working on some weeds. Roni Baker has done a great job soliciting help and funds for the 4-H Building. The sound issue for the horse shows has been temporarily solved and shows are reportedly going well.

Long Range Planning/Buildings and Grounds Committee - Chairman Jeff Muri reported we have the new bike rack and the seal coat for the parking lots will be done after the fair. There will be clean-up and painting on July 8th by the area high school football players. There is a plan for egress from the facility after large events as a result of the traffic meeting with Police Chief Rich St. John, Sheriff Mike Linder and Keith Edgell of the Highway Patrol. This is good joint venture work and is good for the citizens. Off-duty officers will be used at 6th Avenue and Airport Road and traffic will exit out of the lower lot to Main Street. Hopefully it will only take 15-20 minutes to clear the lots. Lot full signs will be used in the lower parking lot and paid parking. Lisa and Bill thanked Jeff for a job well done.

Promotions and Events Committee – Chairman Dave Staton included a report in the packet. Katie and John Walsh will host the picnic on August 4th. Dave thanked Sam and his staff for the appetizer tray for each of the skyboxes during the Eagles concert; they were appreciated. They are still looking at the possibility of a shuttle from downtown to the fair.

UNFINISHED BUSINESS

There was no unfinished business.

COMMISSIONERS COMMENTS

There were no Commissioners present at the meeting.

NEW BUSINESS

There was no new business.

PUBLIC INPUT

There was no public input.

REVIEW OF UPCOMING EVENTS AND COMMITTEES AND MEETINGS

The Ag Committee will not meet in August. The Long Range Planning/Building and Grounds meeting will be July 9th and the Events and Promotions meeting will be July 10th.

PRESIDENT'S COMMENTS

President Lisa Harmon stated the Advisory Board is a great group and she loves working them and the staff.

Meeting adjourned.